



2021 ANNUAL REPORT

JOINT LETTER FROM EXECUTIVE DIRECTOR AND BOARD PRESIDENT

Every accomplishment of Greater Baybrook Alliance – from the formation of the organization itself to the very fact of sharing our results in an Annual Report – is a proof of concept. That a committed group of volunteers: residents, business owners, nonprofit partners, elected officials, and local agencies have the power to come together and create positive change. Our work is now more than just a dream – it's a reality!

From the beginning, Greater Baybrook Alliance (GBA) was envisioned as a collaborative effort, bringing resources and strengthening local organizations in Brooklyn, Brooklyn Park, and Curtis Bay. Our earliest projects included the construction of CSX Field in Farring Baybrook Park, rehabilitation of five distressed residential properties into high quality affordable housing in Brooklyn Heights, and the launch of GBA's Spruce Up program to support community-driven beautification projects. As we grew, we continued to develop our partnerships, supporting projects like the South Baltimore Community Land Trust in Curtis Bay and Chesapeake Arts Center's MakerSpace in Brooklyn Park. We also worked closely with The Conservation Fund and Friends of Garrett Park to create a \$1million upgrade to Garrett Park in Brooklyn — including a new pavilion, walking loop, exercise equipment, and ongoing programming.

However, the COVID-19 crisis expanded our role — GBA convened weekly meetings among community organizations, local service providers, and public agencies; established a local helpline; launched a meal delivery service for residents quarantined at home; and secured over 100,000 meals to distribute in the community through the support of World

Central Kitchen, Baltimore Community Foundation, the Abell Foundation, Conservation Fund, Baltimore City, Anne Arundel County, individual donors, and many hours of volunteers' effort.

Mounting a community-based response to the public health and economic crisis built lasting relationships, which we continue to build on today. As we return to implementing the community's long term revitalization goals, we have big plans. Over the next few years, we are looking to:

- design a bicycle/pedestrian path that connects Baltimore and Anne Arundel County
- invest in small businesses and strengthen our commercial corridors
- improve public safety through community-led programming
- foster local beautification projects
- continually engage with residents, businesses, and other community partners to support local leaders and drive revitalization forward!

With your support, we look forward to creating an even more vibrant Baybrook. We are so glad you are with us on this journey!

Last but not least, a BIG thank you to our Board of Directors, Steering Committee, staff, and volunteers, who are vital to our being on the ground each day.



Martill Chailen Meredith Chaiken Executive Director



Ryan Moran Board President

From Public Mandate to Action: The Greater Baybrook Alliance Story

HOW OUR STORY BEGAN

In 2015-16, a group of residents, business owners, and public servants from Brooklyn, Brooklyn Park and Curtis Bay—collectively known as the Greater Baybrook peninsula—came together across county lines to draw up a list of actions, priorities, and visions for the area. Their top recommendation was to create a community development corporation to implement their vision of a more lively, inclusive community: Thus, the *Greater Baybrook Alliance* was born! Since then, the Greater Baybrook Alliance (GBA) has defined its role with a mission to act as a catalyst and conduit for equitable development and reinvestment in the Greater Baybrook region and empower residents to strengthen the Baybrook community. Serving approximately 28,000 residents across Baltimore City and Anne Arundel County, GBA invests in housing, economic development, quality of life, transportation, youth and education, and public safety initiatives, all underpinned and supported by robust community engagement practices and strengthening local capacity.



GBA is a doer. We can go from one meeting to another and get little done, but GBA puts in the effort to get a job done. I would say GBA's violence reduction initiative is the most impactful in my area.

- Stephanie White, resident and leader on violence reduction

OUR APPROACH

Our stakeholders are at the center of everything we do. We follow a community-led approach, informed by feedback and surveys, working relentlessly to align our support with community. needs. Additionally we are guided by our Steering Committee meetings and numerous visioning workshops. For example, we co-funded the recently named The Michael Stanley MakerSpace in 2018 at the Chesapeake Arts Center (CAC). This collaborative workspace is designed to enhance hands-on learning experiences by bringing technology and tools into the hands of our community members and fostering an environment for invention and play. The MakerSpace includes a Wood Shop, Metal Shop, Screen Printing Shop, Digital Fabrication, and Computer Lab. In Fall 2020, CAC transformed one of the classrooms to a STEAM lab for children under 5-14, providing a dedicated space to focus on STEAM projects for this age range. Throughout the pandemic the MakerSpace programs and offerings have been adapted to serve the communities providing both indoor and outdoor workshops following heightened safety guidelines. In the past year MakerSpace has served 600 people, and the 'free STEAM week' this past summer served 60 families with children 12 and under.

TAILORED PROJECTS AND VITAL IMPACT

GBA has been a key catalyst for change in Brooklyn, Brooklyn Park, and Curtis Bay, with a focus on community-led revitalization. Since 2016 we have secured over \$6 million in investments, leveraging at least another \$6 million, to advance the community's goals in housing, economic development, transportation, youth and education, quality of life and public safety—as developed in the Greater Baybrook Vision and Action Plan (2016). Underlying all of our work is a commitment to building community engagement and efficacy.

OUR PROGRAMS

Housing

GBA strives to create guality housing opportunities for all residents. By partnering with area nonprofits we facilitated two new housing programs offering down payment assistance to new homeowners and supporting legacy residents with renovation needs. Additionally, GBA supported South Baltimore Community Land Trust with \$200,000 to develop high quality affordable homes in Curtis Bay. Our ongoing partnership with Arundel **Community Development Services** continues to purchase distressed or problem properties and transform them into high quality affordable rental homes.



GBA informed me and expedited the application process for the *Homeowner Repair Program*. The grant has made a major improvement to my home.

 Robert Rothe, Brooklyn, Maryland resident GBA's Main Street Music has helped business owners like me. On the day the event was held at The Hanover, our sales soared 300%.

- Drew Pumphrey, owner of The Hanover



Economic Development

Community vitality is tied to vibrant Main Streets, and the economic hardship of the COVID-19 crisis has made this more apparent than ever. This past year, GBA launched several programs to support local businesses, attract new investment, and improve the retail experience. Our Facade Improvement Program funded six business renovation projects along major commercial corridors in all three neighborhoods, while our Main Street Music series and Design for Distancing project boosted retail sales, helped market our small businesses, and created a fun community experience. By providing technical assistance for our programs and throughout the COVID-19 pandemic, GBA continues to strengthen relationships with the business community.

Quality of Life

Public open space is a valuable community asset offering residents a place to gather, celebrate, and experience nature. Through collaboration with artists, architects, gardeners, contractors, and residents, GBA secures public and private funds to renovate parks, build identity, improve safety, and support school improvements. In its fourth year, our Spruce Up program helps grow project development and management skills, building new resident leaders in the community. This past year we awarded five resident driven projects and completed ACDS's Ballman Court Park upgrade. Our major renovation of Garrett Park included adding the pavilion and exercise equipment and breaking ground on new courts.

GBA continued our community branding and identity efforts adding additional signage and street banners, and launching a public art initiative with seed funding from the Maryland State Arts Council. In the spring we circulated a community wide survey around creative placemaking preference (148 responses) and a national RFQ for professional public artists. Sixty two (62) artists applied, with 10 artists/



teams selected to produce 8 conceptual works in partnership with a host community organization. These projects will create exciting platforms for engagement and social change. GBA has already secured \$66,000 for three public art pieces coming soon!

Public Safety

In the last year, GBA worked with the community to identify three key priorities for its public safety work: to address unmet needs in the community, to target violence, and to promote sustainability through partnerships. In 2019, GBA was awarded the Byrne Criminal Justice Innovation (BCJI) grant, a one million dollar award from the Department of Justice that promotes community-based, data-driven and comprehensive approaches to reducing violence and serious crime. The BCJI grant is currently



At a time when the world around us works in silos, GBA organizes and brings communities together to implement programs.

 Bishop Eric Wright Sr., GBA partner on neighborhood safety funding a full time Director of Public Safety Programs to work closely with a team of residents and neighborhood providers who are leading the work. This group, called the Violence Reduction Leadership Team, worked together to develop the Baybrook Violence Reduction Strategy (BVRS), which aims to build capacity in Brooklyn, Brooklyn Park, and Curtis Bay to provide more opportunities for neighborhood youth to connect with positive experiences, peers and adult role models. This will include working with partners to build long-term capacity for a formal youth mentorship program, as well as intensive case management through a life coaching model for neighborhood youth ages 15 to 18 who are at most risk of being impacted by or involved in firearm violence.

GBA is also leading an effort to partner with the Baltimore City Mayor's Office and the Baltimore Police Department to target violence within the blocks where firearm violence clusters in the Baybrook community. This partnership entails a focus on gaining a deeper understanding of why violence has historically clustered at these locations, and developing strategic interventions that respond to these causes. Interventions involve both addressing the features of the built environment that encourage firearm violence and quality of life issues, as well as supporting neighbors to come together in these areas to intervene in negative activities.

Youth and Education

Through our successful partnerships with area nonprofits GBA supports community growth, education, and youth programming. This past year, GBA partnered with the Baltimore City Public School System to rehabilitate a historic property on the critical intersection of Patapsco Ave and 3rd St. The vacant property had years of deferred maintenance costs. With a BRNI grant, GBA was able to remove invasive vines, replace deteriorated stone, and repaint the exterior facade, allowing BCPS to focus on interior improvements that will be usable as an early learning center.

Transportation

Improved transportation networks better connect businesses to clients, residents to resources, and our communities to opportunities. In 2020 GBA supported anchor institution MedStar Harbor Hospital in their application to the inaugural FY20 SEED Anchor funding, from the State of Maryland Department of Housing and Community Development. This past year Toole Design, a nationally recognized leader in bike infrastructure, was hired to develop initial plans for the 3.5 mile shared use trail which safely connects Baybrook residents to the major redevelopment of the Middle Branch Waterfront, recreational amenities and further expands Baybrooks transportation options. The study explores opportunities to extend the Gwynn Falls Trail to the south and create a connection to the BWI Trail spur at the North Linthicum Light Rail Station, while winding through the neighborhoods of Brooklyn and Brooklyn Park.



GBA supports collective efficacy

Collective efficacy is the degree to which a community believes it can make a positive impact on the environment around it. People living in communities with high levels of collective efficacy have strong social ties and are able to work together to deter illicit activities, as well as improve their quality of life around them through positive activities and actions.

COVID RESPONSE

GBA's resource mobilization during COVID-19

- 125,000 (and counting!) restaurant quality, individually wrapped hot meals distributed, in partnership with World Central Kitchen
- 4,000 reusable masks distributed to businesses and residents
- 1,500 medical grade gloves distributed to residents
- 200 K-N95 masks distributed
- 40 gallons of sanitizers distributed to small businesses

GBA's community response during COVID-19

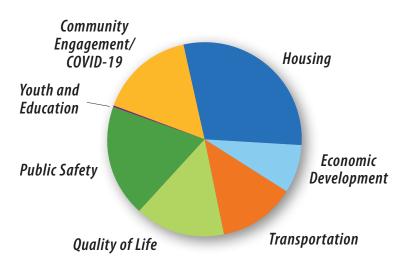
- GBA has convened weekly calls between 30+ service providers to streamline action
- Established a local helpline
- Built a food delivery system for home-bound residents
- Built local capacity, especially among local churches
- Partnered with Baltimore Development Corporation on Brooklyn Design for Distancing to install planters, outdoor seating, and sidewalk art to spur positive retail activity that complied with public health guidelines.

During the height of COVID-19, GBA mobilized hot food distribution to everyone in the community, especially to the Latinx people and we were able to distribute thousands of hot meals. This is an example of how GBA is at the center of our community connections.

 Kendra Summers, GBA collaborator and community organizer

FUNDING SUMMARY

Income: \$1,116,356 Expenses: \$1,156,474



COMMUNITY SNAPSHOT

Total population – 28,158 Demographic composition Black – 28% | Latino – 20% | White – 50%

Median household income - \$50,810

LOOKING AHEAD

In the last five years we have gained much but are not done yet. Looking ahead we are focused on community based responses to public health and economic crises that will also strengthen our existing relationships while forging new ones. Our long-term revitalization plans for our neighborhoods include increased connectivity between Baltimore and Anne Arundel County, revival of small businesses, improving public safety with community buy-ins, and making our neighborhoods beautiful. But above all, we are focused on engaging our residents, neighborhood-groups, leaders, and community partners to work together for equitable and sustainable results.

THANKS TO OUR GENEROUS DONORS

Aids Healthcare Foundation Arundel Community Development Services Inc. Baltimore City Department of Housing and Community Development Baltimore City Mayor's Office Baltimore Community Foundation BG&E Dream Big Foundation, Inc. Goldseker Foundation Maryland Department of Housing and Community Development Maryland Department of Natural Resources Maryland State Arts Council South Baltimore 7 Coalition The Conservation Fund The Fund for Change U.S. Department of Justice, Bureau of Justice Assistance



Meredith Chaiken Executive Director



Wesley Collins Community Program Coordinator



THE GBA TEAM

Daisy Heartberg Director of Public Safety Programs



Sarah Hope Director of Revitalization Programs



Chandrani Raysarkar *Communications and Development Manager*

GBA's major impact is in community building. GBA is becoming a foundation, a place where people can go to get help or participate. GBA is becoming that backbone and unifying force between Brooklyn, Brooklyn Park and Curtis Bay and are bringing us all together.

> Daniel McGinty, GBA Steering Committee Co-Chair



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